



Excellence

TIANB Monthly Newsletter



Tourism Industry Association of New Brunswick

July, 2010

President's Message

Well, it's already been more than one month since our Annual Conference in Edmundston and the invitations for new product launches are coming from every area in the province! New dinner theatres and a new Louis Mailloux musical spectacular, the Chocolate Festival, the World Junior Track and Field Championship, Edventures, the Fundy Trail, and over 110 tourism experiences.

All reasons to attract and retain tourists in New Brunswick.

I would like to wish all the operators in NB a fulfilling and prosperous summer! Even if our challenges are still plenty, the nice weather over the past few days should be motivating to most, especially the visitors from all over.

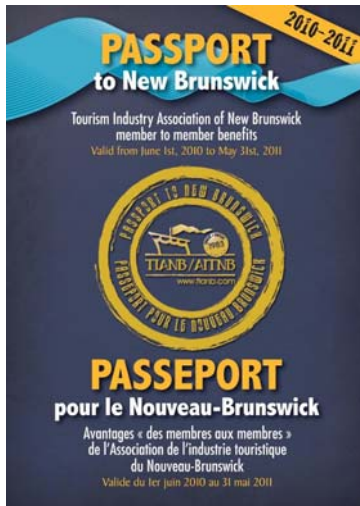


TIANB is continuing work on implementing the tourism strategy as the first meeting was held June 29. The first board meeting allowed discussion on several files that have a direct impact on businesses in our sector. Whether it is the minimum wage increase, the changes to the liquor control act and its regulations, the accommodations levy, or TAP marketing strategies, we have a lot of work to do and we have already touched on discussions for 2011 and 2012.

I welcome the occasion to wish you all a wonderful tourism season and TIANB would like to reiterate our engagement to represent you and keep you informed of all of our undertakings. I invite you to consult our new website to learn more and please do not hesitate to communicate with us to let us know your interests or concerns.

Joanne Bérubé-Gagné
President

TIANB's Passport to NB, a way to rediscover our richness



We are happy to launch our **2010-2011 Passport to New Brunswick**, a member to member advantage offering, available to all TIANB members and their employees.

More benefits for our members mean more fun for everyone! We truly believe that this initiative allows you, members, to support our tourism economy while learning more about our industry and what it has to offer our visitors!

It is easy to see why so many people come to our province each year. A visit to New Brunswick includes the world's highest tides, beautiful bays, and rivers

overflowing with fishing bounty. We find impressive man-made structures such as the longest covered bridge in the world and lighthouses that have guided sailors safely for centuries. Outdoor gems such as the Appalachian mountain range, the fragile beauty of coastal dunes and the serenity of our forests make New Brunswick a must-visit destination.

New Brunswick is also known for its world-class cultural activities, fascinating historic sites and museums, entertaining theatre, and one-of-a-kind art galleries. Our lively festivals create an opportunity to experience and celebrate all that makes us proud to be New Brunswickers.

Let's get away from our hometown this summer. We may discover a part of our province we did not even know existed.

Celebrate Tourism, use your Passport to NB and be a tourist in your own province.

If you wish to offer a rebate to your fellow TIANB members, please send us an email at info@tianb.com to let us know... Members can sign up throughout the year, so visit our Website now and then to view new benefits and rebates!

[Click here to view 2010-2011 Passport to NB benefits.](#)

"Green" tourism: What do you think? A Survey of New Brunswick Tourism Operators

In an effort to combat climate change, the global tourism industry is taking steps to reduce its carbon footprint and "green" its practices. We are

Welcome New Members



We wish to welcome the new members who joined TIANB since May.

Amsterdam Inn Sussex
Choco-Cocagne
Downtown
Campbellton/Regional
Chamber of Commerce
Enterprise Carleton
Enterprise Central New
Brunswick
Enterprise Charlotte
Enterprise Fundy
Enterprise Madawaska
Enterprise Restigouche
Enterprise South-East
Entreprise Péninsule
Entreprise Chaleur
Hoilday Inn Express
Moncton
Musée de St-Isidore
NBCC Saint John
Revolution Strategy
Saint John Airport
Sussex Downtown
Business Association
The Hardman Group
York Sunbury Museum
Entreprise Grand-
Sault/Grand Falls
Larsen's Log Lodge
The Flag Shop
Bremner & Associates
Diplomat Restaurant

conducting a survey is to find out what New Brunswick tourism operators think about the issue of "green tourism" and get an idea of the extent to which tourism enterprises throughout the province have incorporated environmental sustainability into their day-to-day operations. The survey takes about five minutes to complete. The results will be used to guide Department of Tourism and Parks policy and programming. Please follow this link to complete the survey before July 26. Thank you!

Link to English version of the survey:
<http://www.surveymonkey.com/s/BD3VTV6>



Sail into Client/Supplier Savings: Partner with the Princess of Acadia!

Bay Ferries' Princess of Acadia ferry (www.acadiaferry.com), linking Saint John, New Brunswick and Digby, Nova Scotia continues to play a key role in creating adventure and heartwarming memories for visitors of the Bay of Fundy region. Although the Princess of Acadia is known in the industry as a signature Atlantic Canada tourism product, many tourism operators may not be aware of the many quality, money-saving partnership opportunities Bay Ferries offers related to the Princess of Acadia.

As a tourism operator, you can work with Bay Ferries system, for example, to seamlessly sell reservations for ferry travel online.

[Click here for more details.](#)



New TIANB Member Profile

La Foire Brayonne
Enterprise Kent
Ganong Chocolatier

[Click here for a complete list of TIANB members.](#)

Request for Proposal to Host TIANB's Annual Conference -

May 25-27, 2011

As an annual event that attracts tourism stakeholders (approximately 300) from around the province and beyond, the Tourism Industry Association of New Brunswick (TIANB) is seeking your interest to host the 2011 event. In our effort to travel with our annual event to as many parts of the province as possible, we are looking for proposals to host in the Miramichi area on May 25, 26 and 27, 2011.

So as to maintain the high quality of this prestigious event and to ensure adequate meeting and accommodation facilities, we have listed the minimum requirements.

Please click here for more details about the RFP process and criteria.

Sales for the 2011 New Brunswick Official Touring Guide and the Department of Tourism and Parks Website in full swing

The sales campaign for the 2011 New Brunswick

Today, have you...

- secured a new client?
- entered a different market?
- introduced a new product?
- finished a project?

how are
you growing
today?

Inspired Project Management • Sales & Marketing Strategies



Many small to medium size businesses would like to enter new markets, secure new clients and develop a new revenue stream; however they face the barrier of limited human resources.

We are your solution to ensuring you are growing...

gail brenner
& associates
President
gail@bremnerandassociates.com
w.506.214.1317 c.506.333.9690
www.bremnerandassociates.com

Many small to medium enterprises would like to enter new markets, secure new clients, develop a new revenue stream; however, they face the barrier of limited human resources. Bremner & Associates can be your human resources.

Bremner & Associates
How are you growing today?
Inspired Project Management, Sales & Marketing Strategies
Gail Bremner
w: 506-214-1317
c: 506-333-9690
Email: gail@bremnerandassociates.com

New TIANB Member Profile

PSAV is the world's largest event technology company and is the preferred provider of event technology services to more hotels and convention centres than any other provider. From a small meeting for 10 people to a large general session for 3500 attendees, we provide creative ideas and program solutions for all of the event technology needs. We do this by working closely with event organizers to understand the objectives of the meeting and the business. Our team will then design and implement a targeted technology solution to help accomplish the vision. Our goal is to make sure everyone has peace of mind and a true show business experience because PSAV understands that when the communication goes live, it's an experience and a show, not just a meeting - regardless of the number of attendees.

Sincerely,

Mike Belliveau
Director of Event Technology
PSAV® Presentation Services



Official Touring Guide and the New Brunswick Department of Tourism and Parks website started just a month ago, but already we know from the response that operators continue to see these vehicles as integral components of their marketing plans.

If you have not been reached yet, you will be contacted within the next month to ensure that there is lots of time to consider your personal marketing goals and how they can be best served with these products.

Contact Hawk anytime about your 2011 campaign.

Phone 1-800-606-4295
or e-mail
tourismsales@hawk.ca.

2010

New-Brunswick Potato Seafood Chowder Championship



The competition is open to cooks and/or chefs of New-Brunswick Restaurants or accommodation businesses that provide a food service to the public. The Championship will promote the highest standards for food preparation and presentation of seafood chowders.

The New-Brunswick Potato Seafood Chowder

One Market Square
Saint John, NB E2L 4Z6

Direct: (506) 657-3044
Mobile: (506) 644-9897
Web: <http://www3.avservicescorp.com/onsite/hiltonsaintjohn>

2010: A successful year for Global Payments Inc.

We are pleased to announce that Global Payments Inc., the leading provider of electronic transaction processing solutions, has won two fabulous awards this year.



First, Global Payments has been recognized as the winner of Cards International's 'Merchant Acquirer of the Year' for the 2010 awards. This award provides recognition for the outstanding achievement and contributions made by the company throughout the year.

Secondly, the Business Solutions, a renowned industry publication, will also name Global Transport as Best Channel Product 2010 in the magazine's August 2010 issue. This award is the result of the collective hard work and dedication of all those associated with development, sales and ongoing support of the Global Transport product.

Best regards,

Zaid Galzim
Outside Sales Representative
Global Payments Canada
1155, René-Lévesque Ouest, suite 1007, Montréal (Québec) H3B 2J2
1-800-361-8170 Ext. 1-76044 | 1-866-410-0401 |
zaid.galzim@globalpay.com | Direct : 514-398-0713

2010 Culinary Tourism Summit

Join culinary tourism professionals at the innagural World Summit as they gather in Halifax to address the theme "ONE WORLD, ONE TABLE - USING CULINARY TOURISM FOR ECONOMIC DEVELOPMENT".

Discover from experts how to grow your business, attract visitors to your destination and more!

Presented by the International Culinary Tourism Association and Taste of Nova Scotia, Canadian Tourism Commission - Presenting Sponsor

SPECIAL LIMITED TIME REGISTRATION OFFER FOR ATLANTIC
CANADIAN DELEGATES VALID UNTIL JULY 31, 2010

[Click here for more information.](#)

Championship is presented by the Acadian festival, New- Brunswick fisheries and aquaculture, potato marketing board, Northumberland Co-op, Co-op de Caraquet, Produit Belle Baie, Huitre Beausoleil, Promer, the CCNB-PA and the northern cooks and chefs association.

Winner receives an automatic bye into the Cream International Chowder Championship, if you possess Red Seal or equivalent designation.

[Click here for more information.](#)



IAAF World Junior Championships July 19-25 2010 Moncton

The city of Moncton was awarded the IAAF World Junior Championships in March, 2006. Since then Moncton 2010 has been working hard toward creating the best Junior Championships ever. By the time of the Championships in July, 2010, 2,500 volunteers will be involved, including 500 members of the Local Organizing Committee responsible for planning. This will be the biggest sporting event ever in Atlantic Canada and one of the biggest international gatherings the region has ever seen. Athletes, coaches and officials representing 170 IAAF member federations will visit Moncton for the event.

Moncton 2010 looks forward to showcasing the region's unique cultural character and ability to host world-class events. Hosting the IAAF World Junior Championships will truly be a community effort. Moncton 2010 aims to create a legacy of citizen participation. The Championships provide a fantastic opportunity for the community to further develop their skills in hosting major events. In planning and carrying out the event, Moncton 2010 will involve both major linguistic communities, various businesses, sporting, cultural and ethno-cultural organizations, as well as other surrounding communities including Dieppe, Riverview, Shediac and Sackville.

Thousands of energetic, passionate volunteers will be needed to make this event a success. There will be many different ways to get involved! Volunteers will be needed for a variety of different responsibilities. Whether you have experience in track and field or speak another language there is something for you! Moncton 2010 thanks you in advance for your enthusiasm and hard work.

<https://www.shiftboard.com/iaafmoncton/register.html>



Translation Assistance Program

The Translation Assistance Program offers financial assistance to small and medium enterprises in the Atlantic region who wish to translate their promotional material into one of Canada's two official languages.

Eligible Applicants

- Most business sectors are eligible, except retail/wholesale, real estate, government services, and services of a personal or social nature.
- Proposed projects must be submitted by a private company established in the Atlantic region.
- Companies with headquarters outside the Atlantic region must have a business office in the Atlantic region to be eligible.

Eligible Costs

Eligible costs are the Translator's fees for the translation of promotional material such as:

- Website content
- Pamphlets
- Brochures
- Specs or technical sheets
- Product labels or packaging
- Display stands

Financial Assistance

Each successful applicant can receive up to 75% of eligible costs incurred, up to a maximum of \$2,500. Costs incurred prior to application approval are not eligible.

For additional information, please visit our website: www.tnbt.ca or contact:

Nicole Rioux, Coordinator, by telephone at 506-753-5895 or by e-mail at: nicolერიoux@nb.aibn.com

Upcoming TIANB Training Events

July 12, 2010
National Food Safety training in Moncton

July 19, 2010
Responsible Beverage training in Moncton

August 9, 2010
Superhost training in Fredericton

August 17, 2010
National Food Safety training in Saint John

August 23, 2010
Responsible Beverage training in Miramichi

For more information or to register, please communicate with [Ann Purdy](#) at **(506) 874-9320** or ann.trainer@tianb.com.